1-15.     (canceled)

16.     (Previously presented)  An automated teller machine (ATM) for dispensing cash in the form of paper money to an ATM customer conducting a cash dispense transaction at the ATM and for displaying advertisements for the ATM customer to view while the ATM customer is conducting the cash dispense transaction at the ATM, the ATM comprising:

a cash dispenser for dispensing cash to an ATM customer when the customer is conducting a cash dispense transaction at the ATM;

an ATM display;

means for accessing an advertisement database to retrieve an authorized advertisement associated with the ATM; and

means for incorporating the retrieved advertisement in a screen for displaying on the ATM display to allow the ATM customer to view the screen while the ATM customer is conducting the cash dispense transaction at the ATM.

17.     (Previously presented)   An ATM according to claim 16, wherein the means for incorporating the retrieved advertisement in a screen includes an ATM program for executing a Web browser.

18.     (Previously presented)    An ATM according to claim 17,

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wherein the ATM program is operable to allocate screen space to the Web browser in accordance with predefined allocation times.

19. (Previously presented)  A method of operating an automated teller machine (ATM) to dispense cash in the form of paper money to an ATM customer conducting a cash dispense transaction at the ATM and to display advertisements for the ATM customer to view while the ATM customer is conducting the cash dispense transaction at the ATM, the method comprising the steps of:

dispensing cash to the ATM customer when the ATM conducts a cash dispense transaction at the ATM;

accessing a database of authorized advertisements;

retrieving from the database an authorized advertisement associated with the ATM; and

displaying the retrieved advertisement on a display of the ATM to allow the ATM customer to view the displayed advertisement while the ATM customer is conducting the cash dispense transaction at the ATM.

20. (Previously presented)  A method of supplying an advertisement for displaying on a display of an automated teller machine (ATM) which can dispense cash in the form of paper money to an ATM customer conducting a cash dispense transaction at the

ATM, the method comprising the steps of:

accepting via a network an identification signal from an ATM located on the network;

accessing an advertisement database to retrieve an authorized advertisement associated with that ATM; and

transmitting the retrieved advertisement to the ATM for displaying on the display at that ATM to allow the ATM customer to view the displayed advertisement while the ATM customer is conducting the cash dispense transaction at the ATM.


21. (Previously presented)  A method according to claim 20, further comprising the steps of:

logging the number of times the advertisement database has been accessed by each ATM; and

applying a charge to each advertisement based on the number of accesses.


22. (Previously presented):  A system comprising:

an automated teller machine (ATM) which can dispense cash in the form of paper money to an ATM customer conducting a cash dispense transaction at the ATM;

an advertisement database for storing authorized advertisements; and

a server interconnected to the ATM and for accessing the

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advertisement database in response to a request from the ATM, to retrieve an advertisement associated with the ATM, and to transmit the retrieved advertisement to the ATM for displaying on a display of the ATM to allow the ATM customer to view the displayed advertisement while the ATM customer is conducting the cash dispense transaction at the ATM.

23. (Previously presented) The system of claim 22, wherein the configuration of the system is such that an authorized user is allowed to update the stored advertisements.

24. (Previously presented) A system according to claim 22, wherein the server is configured to allow a user to enter descriptive fields relating to an advertisement.

25. (Previously presented) A system according to claim 22, further comprising a screening system for screening each advertisement to determine if the information fulfils an acceptance criterion.

26. (Previously presented) An automated teller machine (ATM) for dispensing cash in the form of paper money to an ATM customer conducting a cash dispense transaction at the ATM and for displaying advertisements for the ATM customer to view while the

ATM customer is conducting the cash dispense transaction at the ATM, the ATM comprising:

    means for connecting to a first server to authorize the cash dispense transaction;

    means for connecting to a second server to retrieve an authorized advertisement associated with the ATM; and

    means for displaying the authorized advertisement to an ATM customer conducting the cash dispense transaction at the ATM to allow the ATM customer to view the displayed advertisement while the ATM customer is conducting the cash dispense transaction at the ATM.


27. (Previously presented) A method of offsetting the cost of owning an automated teller machine (ATM) which can dispense cash in the form of paper money to an ATM customer conducting a cash dispense transaction at the ATM, the method comprising the steps of:

    providing a database for storing advertisements;

    allowing an authorized ATM customer to access the database and to transmit an advertisement to the database for storing therein;

    screening the transmitted advertisement to ensure that it meets an acceptance criterion;

    storing the screened advertisement in a database entry

associated with the ATM; and

charging a fee to the ATM customer each time the advertisement is accessed by the ATM.


28. (Previously presented) A network comprising:

a database of authorized advertisements, each advertisement having an associated display criteria;

a plurality of automated teller machines (ATM) in which each ATM can dispense cash in the form of paper money to an ATM customer conducting a cash dispense transaction at the ATM, each ATM including means for requesting an authorized advertisement from the database; and

a server interconnected to the plurality of the ATMs, the server including means for matching an authorized advertisement with each ATM based on the display criteria.


29. (Previously presented) A method of leasing advertising space on one or more automated teller machines (ATMs) in a network of ATMs which can dispense cash in the form of paper money, the method comprising the steps of:

providing a database for storing authorized advertisements;

allowing a third party to access the database and to transmit an advertisement thereto;

screening the transmitted advertisement;

in the event of the screened advertisement meeting an acceptance criterion, storing the transmitted advertisement;

associating    display    criteria    with    the    stored advertisement;

transmitting the stored advertisement to any request from an ATM fulfilling the display criteria; and

applying a charge to an account associated with the third party.

30.    (Previously    presented)    An    advertisement    brokerage system, the system comprising:

a network of automated teller machines (ATMs) in which each ATM can dispense cash in the form of paper money to an ATM customer conducting a cash dispense transaction at the ATM;

means for receiving and storing advertisement data;

means for screening the advertisement data;

means for applying display criteria to the advertisement data; and

means for transmitting the advertisement data to one or more ATMs in accordance with the display criteria.

31.    (New)    ATM according to claim 16, wherein the retrieved advertisement is displayed while cash is being counted or staged

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by the ATM.


32.    (New)    Method according to claim 19, wherein the retrieved advertisement is displayed while cash is being counted or staged by the ATM.